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VIA ELECTRONIC SUBMISSION

October 14, 2016

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Reply Comments, Response to Initial Regulatory Flexibility Analysis; Protecting the Privacy of Customers of Broadband and Other Telecommunications Services, WC Docket No. 16-106.

Dear Ms. Dortch:

On October 12, 2016, Joan Marsh of AT&T met by telephone with Matt DelNero of the Wireless Telecommunications Bureau. During the course of the call, Ms. Marsh advocated for a FCC privacy framework that, consistent with the long standing FTC framework, is focused on potentially harmful uses of consumer data. Ms. Marsh reiterated AT&T's belief that customers do not expect different rules to apply to the various entities within the internet ecosystem, specifically with regard to the treatment of web browsing history and first-party marketing as reflected in the Fact Sheet released by Chairman Wheeler on October 6, 2016. Additionally, Ms. Marsh expressed concern that the implementation of these new rules will be complicated and conveyed AT&T's expectation that the FCC would take this into account in setting the effective date of the proposed rules.

Sincerely,

A handwritten signature in black ink that reads "Jacquelyne Flemming". The signature is written in a cursive, flowing style.

Cc: Matt DelNero
Lisa Hone